

TICKET PRICES

Visitors who contemplate attending the "Greatest Outdoor Show on Earth" are advised to order their tickets in advance if they wish to secure good seats. They should make their ticket and accommodation reservations early.

Advance reservation tickets will be mailed shortly after March 1st, 1957. The Ticket department will be opened in the Administration office to receive **MAIL ORDERS ONLY** on or about February 1st, 1957, and for over the Counter Sales about March 15th, 1957, (See ads in daily papers). Cheques or Money Orders should be made payable to the Calgary Exhibition and Stampede. Tickets will be mailed as directed or held at the Box Office till arrival in Calgary.

Our large, commodious, covered grandstand accommodates close to ten thousand; the open, reserved East stand nearly five thousand, the West bleachers forty-eight hundred, making a total of nearly twenty thousand seats, with plenty of standing room in the enclosure, crowds of from twenty-five to twenty-eight thousand patrons view this spectacle twice daily.

AFTERNOONS TICKETS EVENINGS

Grand Stand Reserved, \$2.00 and \$1.50 Reserved East Stand	Grand Stand Reserved, \$2.50, \$2.00, \$1.50 Reserved East Stand	Grand Stand Reserved, \$2.50, \$2.00, \$1.50 Reserved East Stand
Enclosure Only	Enclosure Only	Enclosure Only
\$1.00	\$1.00	\$1.00
75c	75c	75c

(Enclosure tickets are good for West bleachers or standing room.)

OUTSIDE GATE ADMISSION, Per Person, 25c.
Children, 6 years and under — Free. (You are advised to purchase OUTSIDE GATE TICKETS and save delay entering the GROUNDS.)

All Grand Stand Seats, whether for Adult or Children are the same price.

Autos or Trucks with driver, \$1.00.

MAIL ORDERS FOR TICKETS

To the Calgary Exhibition and Stampede Ltd.,

Calgary, Alberta, Canada.

Enclosed please find the sum of \$_____ payment for tickets as listed below:

RESERVED SEATING

	EVENINGS	AFTERNOONS
MONDAY	@	@
TUESDAY	@	@
WEDNESDAY	@	@
THURSDAY	@	@
FRIDAY	@	@
SATURDAY	@	@

OUTSIDE GATE ADMISSIONS @ 25c = \$_____ (Children, 6 yrs. and under, free.)

NAME _____

ADDRESS _____

REMITTANCE MUST ACCOMPANY ORDER.

"The Greatest Outdoor Show on Earth"

Advance Information
CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA, CANADA
JULY 8th to 13th, 1957



Each year the Calgary Exhibition and Stampede is gaining in popularity and last year our six-day attendance was well over the half-a-million mark which would average approximately 90,000 per day.

Plans are now being prepared for another high-class programme equal to, if not surpassing, that offered in 1956.

CALGARY — "THE STAMPEDE CITY"

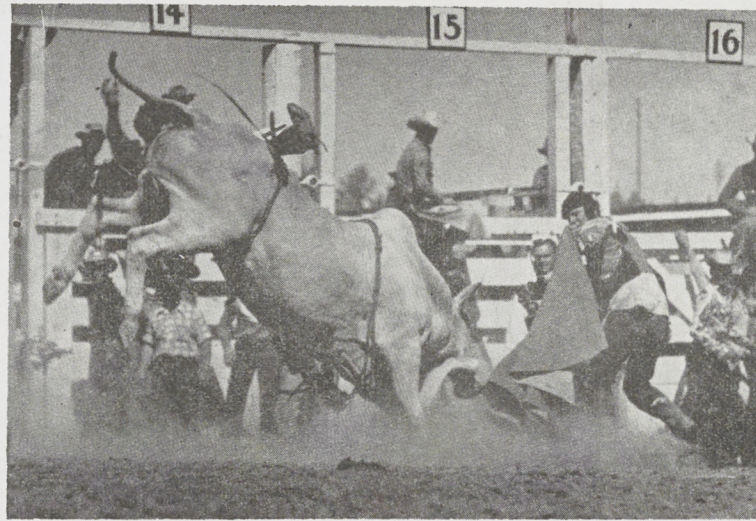
Calgary, known the world over as the "Stampede City," is in the foothills of the Canadian Rockies, 170 miles north of the International Border, and reached by paved, all-weather highways, North, South, East and West, as well as both transcontinental railway lines, and Trans-Canada Air Lines, an International Air Port is provided close to the City.

In the heart of the cattle ranching country, it is a natural setting for an event of this nature, and while drawing competitors from all parts of Canada and the United States, it is mainly from the parts of the country situated in or about Southern Alberta that the majority of rough riders or contestants who take part in the Stampede events are recruited.

THE STAMPEDE

A programme of Cowboy events featuring the everyday life of the hardy riders of the open range when great herds of cattle and horses roamed the prairie, unhampered by roads, bridges, or barbed-wire fences, when distance was measured only by how many miles a good mounted rider could travel in a day, fording the creeks and rivers, with only an occasional butte or other landmark to serve as a guide or marker. All the events are contests, no exhibition ride or the like are permitted. A superb test of the skill and ability to master the fierce and unbroken spirit of the wildest horses, steers and bulls as it is possible to procure to carry on this ever changing and spectacular programme.

The Show is for six days, twice daily, afternoon and evening, and tickets must be secured for



each show. No season tickets are sold for reserved seats. A Photo Pit (when available) is provided for those holding reserved seat or enclosure tickets, and PERMITS are issued each day on application to the General Office, starting 9:00 a.m. No advance reservations, first come, first served, and only a limited number are issued. Positively no passes issued to the Centre-field Arena to take photos, as this is reserved for CONTESTANTS and is a very dangerous playground.

A WEEK OF COLOR

This is the week when all Calgarians and Visitors go "Western", and emulate the pioneers who did much to make Calgary and Alberta what it is today, the slogan being "Dress the Part", 10-gallon Hats, Colored Neckerchiefs, fancy shirts, frontier or levi pants, high-heeled boots, used by the Cattlemen of the Range. The familiar cry is "Howdy Pardner".



OUTLINE OF THE WEEK'S PROGRAMME

MONDAY MORNING: The spectacular and unique STAMPEDE PARADE, a long-established opening day feature, commences at 9:00 o'clock. The Parade route, over 3 miles long, is through the downtown business streets. INDIANS, MOUNTED POLICE, OLD-TIMERS, PIONEERS, COWGIRLS and COWBOYS, CHUCK WAGONS, MOUNTED RIDING CLUBS, and gaily decorated floats constitute this extravagant production. Music is provided by 20 to 25 bands interspersed throughout the column.

MORNINGS: Each morning during the week, the Cowboys and Indians stage events on the Downtown Streets in the business sections. Many commercial establishments have Chuck Wagons and Cowboys located in front of their places of business.



THE INDIAN SECTION

WEDNESDAY, THURSDAY and FRIDAY

At 9:00 o'clock on these forenoons, the INDIANS in all their primitive glory of buckskins, feathers and beads, mounted on gaily decorated mustangs, parade through the downtown streets. Each tribe, who camp in the grounds, the Blackfoot, the Stoneys and the Sarcees, have their own day for parading.

CHILDREN'S LIVE STOCK REVIEW

FRIDAY: Friday morning is given over to the SCHOOL CHILDREN'S LIVE STOCK REVIEW and entertainment in front of the grand stand, when all school children within a large radius of Calgary are admitted FREE, and are entertained as guests of the Directors of the Exhibition and Stampede.



THE INDIAN VILLAGE

SATURDAY: This forenoon is reserved for the judging and awarding of prizes to the best kept and most decorative TEEPEE in the INDIAN VILLAGE, situated on the grounds, where over thirty teepees are erected. Indians of three tribes, Blackfoot, Stoneys and Sarcees, are camped all week.

SATURDAY MORNING ROUND-UP

(In front of the Grand Stand)

Saturday forenoon, a programme of events, featuring Cowboy Sports, Cutting Horse Competition, Sheep Dog Trials and other attractive events, presenting a well rounded 2-hour entertainment held in the centrefield. Admission: Adults, 50c; Children, 25c. No reserved seats.

THE AFTERNOON SHOW

AFTERNOONS — In front of the Grand Stand —

Commencing at 1:00 p.m. the real Stampede and Rodeo starts. Famous cowboys from all over the United States and Canada compete for the North American Championships in the cowboy's events.

RUNNING HORSE RACES — are held at half-hour intervals with pari-mutuel betting. The Horse Races start Saturday, July 6th.

THE EVENING SHOW

EVENINGS — In front of the Grand Stand —

Commencing at 6:30 o'clock a feature attraction with band music, and at 7:15 o'clock the start of the WORLD'S MOST FAMOUS RODEO ATTRACTION, the thrilling CHUCK WAGON RACES, 8 or 9 Heats, 4 wagons and 4 outriders, to each heat, 32 horses in all, featured as "CALGARY'S OWN", never seen in any other Rodeo anywhere. These must be seen to be appreciated. Following the Chuck wagon races is an outstanding STAGE Production.

FIREWORKS: Each evening, as the grand finale of the night programme, Canada's number One programme of pyrotechnics will be fired in a blaze of color, set pieces, aerial displays.

EXHIBITION FEATURES

LIVESTOCK EXHIBIT

Canada's Finest Livestock — Calgary, being the centre of the Livestock and Ranching Industry of the West, features exhibits of outstanding herds, from many parts of Canada and United States. Cattle — Beef breeds and Dairy; Heavy Horses, Sheep and Swine. All the Livestock exhibit barns are open to visitors.

COMMERCIAL AND INDUSTRIAL EXHIBITS

Many of Canada's leading commercial and industrial manufacturers, together with their local distributors have contracted space in the three permanent exhibit buildings, as well as the large Exhibit Marquees. These displays will show the very latest and most up-to-date merchandise.



MIDWAY — SHOWS — RIDES

America's Largest and Finest Midway has been contracted with a brilliantly lighted background and offering the best and latest in the carnival and show field.

ACCOMMODATION BUREAU

A large, well staffed ACCOMMODATION BUREAU is located in front of the C.P.R. Station (9th Avenue and Centre Street). Rooms, private or hotel, may be engaged. Please address mail to Accommodation Bureau, care of CALGARY EXHIBITION AND STAMPEDE LTD., Exhibition Grounds, CALGARY, Alberta. We do not take advance reservations. We list below for your guidance a few of the more prominent hotels and motor camps:

Lawn; Inglewood Auto Camp, East Calgary; Janus Lodge, 313-4th Ave. W., Calgary; Mount View Auto Court, 1508-16th Ave. N.W., Calgary; Parkview Motel Auto Court, 2334-2nd St. E., Calgary; Round-Up Motel, 1904-24th St. N.W., Calgary; Star Motel, 2010-24th St. N.W., Calgary; Stockade Cabins, 1615-19th St. N.W., Calgary; Sunnyside Lodge, 828 Blvd. N.W., Calgary; Terrace Motel, 208-50th Ave. S.W., Calgary; Ranch Motel, Macleod Trail; Bowness Hotel, Bowness, Alta.

BANFF — LAKE LOUISE — JASPER

And other World-famous resorts are only a short distance from Calgary and are all served by all-weather highways.

For Further Information Write

The
CALGARY EXHIBITION AND STAMPEDE
F. C. MANNING, **M. E. HARTNETT,**
President. General Manager,
CALGARY — ALBERTA — CANADA

FARM, HARVESTING AND ROAD-MAKING MACHINERY

Displays by the more prominent manufacturers of Farm Implements, Harvesting and Road-Making Machinery provide an interesting highlight on the very latest in both time and labor-saving equipment being offered to the public.

LADIES' HOMECRAFT, PHOTO SALON, FINE ARTS, GIRLS' AND BOYS' SCHOOL WORK DEPARTMENTS

The exhibits in all these departments are displayed upstairs in the Grand Stand Building, until such time as we have a new building to house these important sections of the exhibition. In a great many of the classes the number of entries received far exceed our ability to display them properly.

HOTELS : Hotel Palliser, York, Wales, Empress, Royal, Stampede, St. Regis, Yale, Carlton, Colonial, Empire, Victoria, Noble, Queens, Imperial, Dominion and Braemar Lodge.

AUTO COURTS : Banff Trail Motel, Armstrong Motel, Avondale Motel, Eamon's Bungalow Camp, Graddell Motel, Mount Eisenhower Motor Court, Sunset Motel, Barclay Log Cabins, Beaver Auto Court, Blue Bird Motel, Blue Village Auto Court, Calgary Tourist Cabins, Cambourne Motor Court, Chinook Motel, Dinny's Motel, Foothills Bungalow Motel, Grand-O-Vue Motel, Green Crest Motor Court, Hepburn Motel, Maple Leaf Motor Court, Meadow Motel, Mercer's Motor Court, Model Auto Court & Motel, Moderne Motel, Stampede Auto Court, Stanley Park Autel, Windsor Motel, all located on Macleod Trail; Bow River Auto Court, Bowness Rd. & 24th St. N.W., Calgary, Green Gardens Auto Court, Forest

